

ABSTRACT OF THE DISCLOSURE

A method, by a restaurant, of improving customer health, promoting hunger relief, and facilitating charitable giving by documenting tax deductible charitable gifts, comprises selling a reduced-portion meal product to a customer at the price of a 5 corresponding full-portion meal product. The excess amount of funds collected (the price less the cost of the reduced-portion meal product) less an operating fee, and any additional funds donated by the customer, are transferred to a charity on the customer's behalf, such as a food bank or other hunger relief charity. A receipt memorializes the sale and documents the charitable donation. A customer may be issued a unique 10 identifier, such as a card, upon the first purchase of a reduced-portion meal product. Upon subsequent purchases, the card identifies the customer and tracks his charitable donations. The customer periodically provided with a summary, such as to document tax deductions claimed for the charitable donations.